



News Release

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LADY GAGA JOINS SAVE OUR WATER EFFORT WITH PUBLIC SERVICE ANNOUNCEMENT

PSA Kicks Off Save Our Water Campaign Asking Californians to Take Extraordinary Measures to Conserve

Sacramento, CA – In partnership with the State of California's drought awareness program Save Our Water, international pop superstar and five-time Grammy winner Lady Gaga has released a Public Service Announcement (PSA) asking Californians to join the effort and take extraordinary measures to save water during the drought. The PSA is available on SaveOurWater.com, a new site designed to help Californians find ways to conserve at home and at work every day.

The Lady Gaga PSA also marks the launch of a new public awareness campaign from Save Our Water urging Californians to join the effort to undertake extraordinary conservation efforts. The first [creative](#) from the campaign stresses that 'Brown is the New Green' and asks Californians to let their lawn go brown by cutting back watering to twice a month. Additional campaign materials will be released by Save Our Water through the end of the month, including digital and social media ads, lawn signs, billboards and radio ads.

"We're thrilled Lady Gaga has joined the effort to Save Our Water," said Mark Cowin, director of the California Department of Water Resources. "Conservation has always been a Californian value, but in this drought regular conservation isn't enough -- we must take extraordinary measures to save water."

Save Our Water's campaign comes as the State Water Resources Control Board voted to adopt mandatory water conservation measures for urban water users and suppliers, including prohibitions on outdoor irrigation more than two days per week, washing hardscapes, sidewalks and driveways with water and using hoses without shutoff nozzles to wash cars.

"This is no ordinary drought and Lady Gaga is no ordinary superstar," said Tim Quinn, Executive Director of Association of California Water Agencies. "With our new campaign and spokespeople like Lady Gaga, we hope to reach every Californian with the important message of conservation."

- To view the Lady Gaga PSA, visit SaveOurWater.com.
- To download a broadcast quality version, visit <https://vimeo.com/100907038>.

Save Our Water connects Californians with daily drought tips and news via www.SaveOurWater.com. Save Our Water's [Facebook](#) page, [Twitter](#) and [Instagram](#) are also great resources for Californians looking to join the effort to save water.

Governor Brown has called on all Californians to reduce their water use by 20 percent and prevent water waste. Save Our Water is a partnership between the [Association of California Water Agencies](#) and the [California Department of Water Resources](#) – for more ways to save and to learn more about the Save Our Water program, visit SaveOurWater.com.

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